



## Press Release

### Women's Day: Alpha Bank actively fosters female empowerment

*With programs and initiatives that empower women and their multiple roles, the Bank contributes to an equal and just society*

**Alpha Bank**, true to its mission to support progress in life and business for a better tomorrow, **aspires to play a key role in enhancing gender equality**, offering to its female employees, but also to all women, practical support for equal access to professional development, training, employment and entrepreneurship.

#### Starting with the Bank...

Alpha Bank is **the first Bank in Greece to steadily increase the participation of women in positions of increased responsibilities, as already 38.5% of the members of its Board of Directors are women**. Moreover, **almost one in two (45%) of the Bank's management executives are women**, representing an increase by nearly 10 percentage points from the previous year.

**Over time, Alpha Bank** has been developing **programs that strengthen the position of its female employees**. The Bank is formulating policies that encourage its female employees to maintain a healthy balance between their professional and personal commitments, so as to feel more productive in their multiple roles at work and in life. At the same time, its toolkit features the program "A.W.A.R.E." (Alpha Women, Authentic, Resilient, Empowered), under which a variety of individual programs have already been carried out, such as "Trading Alpha Brains" (TAB), which promotes the collaboration of women from different Departments and is aimed at enabling them to share knowledge and gain valuable experience through cooperation, interaction and participation in selected initiatives, and "Leadership Academy for Women Leaders", which provides female empowerment training in leadership issues and is addressed to women executives in the Bank's Branch network.

#### ...we continue in society

**"Economy Lessons" is an initiative that is open to all women** and includes a program of educational seminars aimed at enhancing their financial skills. The program was launched in February 2024. The participants become acquainted with practical tools and take part in targeted activities that help them learn how to better organize their finances, build a sustainable savings plan, increase their income and reduce their expenses. They also become familiar with the importance of long-term financial planning and the fundamentals of investing, while also exploring ways in which they can communicate and negotiate more effectively with those around them regarding financial matters, ultimately gaining **financial resilience**.

This year, Alpha Bank will be launching one more initiative that will connect women belonging to vulnerable groups (e.g., with mental health problems, medical conditions, single-parent families, victims of gender violence, long-term unemployed, young women who are not studying and not working, immigrants) with the labor market, through the development of a network of employers throughout Greece. **The Bank, in collaboration with the Solidarity Now NGO, has developed the program "Bridging the Gap"**, whose aim is to support and empower unemployed women, providing them with equal employment opportunities and promoting an inclusive environment in various sectors, including businesses active in technology, tourism, catering and industry. **The program will be implemented over a period of 12 months and is expected to help 300 women from vulnerable groups to enter**



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**the labor market.** In addition to the direct beneficiaries, the program will also benefit the dependent members of the unemployed women's families, as indirect beneficiaries.

Finally, the Bank is launching the program **“Alpha Females for VentureGarden”**, a **female entrepreneurship initiative implemented in partnership with the American College of Thessaloniki (ACT) in Thessaloniki and the Alba Graduate Business School in Athens. Set to commence in May, the program will center on women entrepreneurs, offering three months of support and training focused on aspects related to launching a new business and its operations.** The program will involve women, VentureGarden graduates from Athens and Thessaloniki, who will be equipped with the skills and knowledge they need in order to further develop their business ideas and their businesses, as well as to tackle vital aspects of their personal journey as entrepreneurs.

**Fragiski Melissa, Chief Human Resources Officer of Alpha Bank,** made the following statement:

*“On this day, the International Women’s Day, we remind ourselves that there are no limits to our potential as women. Everything that we achieve each day in our work, in our families, in our personal lives, happens because we have earned it, we have claimed it and we will never stop working for a world of equality, acceptance, mutual respect, free from discrimination between genders. That is how we make our colleagues, our world our people – both older and younger– happier. Because we can do it.”*